

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
INFORMATION CENTER BOARD OF DIRECTORS MEETING
October 21, 2002
MAG Offices
302 North 1st Avenue, Phoenix, Arizona

MEMBERS ATTENDING

Mayor Wendy Feldman-Kerr Queen Creek,
Chairman
Mayor Joan Shafer Surprise, Vice Chairman
Mayor Keno Hawker, Mesa

Mayor Bill Arnold, Goodyear
* Mayor Roy Delgado, El Mirage
Mayor Mary Manross, Scottsdale
* Mayor Skip Rimsza, Phoenix

* Not present

1. Call to Order

The Maricopa Association of Governments Information Center (MAGIC) meeting was called to order by Chairman Wendy Feldman-Kerr at 1:00 p.m.

2. Maricopa Association of Governments Information Center - Update and Receipt of Funds from the Central Arizona Project

Rita Walton provided the Board of Directors with background on MAGIC. She explained that the purpose of MAGIC is to utilize existing data and information more effectively and to make MAG's specialized information and services available to member agencies, private sector business and individuals, and other public sector agencies. In addition, this would provide additional fee-earning activities outside MAG's work program commitments through customized formatting, data collection and technical analysis.

Ms. Walton explained that MAG provides a vast variety of information, such as the land use, employment and special population inventories, which can provide a jurisdiction with a good start. She noted that the Building Completion Tracking includes 12 years of information on residential building completions. This provides jurisdictions with information such as where new units will be built and where new population is going. Ms. Walton explained that the MAGNet Regional Street Centerline File can identify street addresses throughout Maricopa County.

Ms. Walton stated that MAG has been collecting information from the Census for a long time. This information assists in analyzing the regional data. She noted that MAGIC also uses socioeconomic modeling, linking land use and transportation, along with socioeconomic estimates and projections. Ms. Walton stated that the Water Service Area Population Estimates help determine the gallons per capita in a particular area.

Ms. Walton reiterated that MAGIC was formed with goals to utilize existing data and information more effectively, and provide member agencies, staff, the public and private sectors, and the community with quality data and information designated to enhance their decision-making activities. MAGIC provides customized formatting and additional analysis of this information for a fee.

Ms. Walton noted that MAGIC was formed in 1998 as a 501(c)(3) separate entity. She stated that MAGIC uses MAG staff as MAG priorities allow, and the revenues are reinvested into MAGIC and MAG. She stressed that most projects enhance the MAG databases and/or help member agencies. The major activities to date include a Citizens Utilities project to look at an area within Citizens Utilities to see the effects of new development in that area. The Department of Commerce was interested in data regarding preservation of the district around Luke Air Force Base. Ms. Walton stated the Maricopa Community College District was interested in creating planning data sets based on the MAG Urban Atlas. The Regional Public Transportation Authority requested data to present to the Federal Transit Authority to support the MAG modeling process. She noted that MAGIC also provided support to member agencies on updating the Census address file, particularly the small cities and towns. The Greater Phoenix Economic Council was interested in an analysis of places of work versus places of residence. Ms. Walton stated that Tempe School District #3 requested data to help determine school enrollment projections based on the latest Census.

Ms. Walton then addressed the activities underway. She stated that MAGIC is working with the Human Services division and the Valley of the Sun United Way on service for non profits. Ms. Walton stated the there is also the Central Arizona Project, which is the biggest project to date. They are looking for a compilation of data and methods that will help estimate how much water the Valley will use based on the estimates of future growth. Ms. Walton mentioned that an intern has been hired to support this project.

Chairman Feldman-Kerr thanked Ms. Walton and noted that this item was for informational purposes only. Mayor Manross stated that she was impressed with the work of MAGIC.

3. Adjournment of Executive Committee

There being no further business, Mayor Shafer moved to adjourn the meeting. Mayor Arnold seconded, and the meeting was adjourned at 1:18 p.m.

Chairman

Secretary